## **ABSTRACT**

Conventionally, to code a digitized image signal, a corresponding quantity of information is allocated to an edge part for carrying out coding, and therefore reduction in the quantity of information is limited, deteriorating the coding efficiency.

Thus, an evaluation section of an encoder evaluates the characteristics (strength of correlation between pixels) of an image using a predetermined evaluation function, and decides a transmission pixel in accordance with the characteristics, consequently deciding a random scan order. A differential coding section differentially codes the image on the basis of the scan order decided by the evaluation section. A multiplexing section multiplexes the differential coding output from the differential coding section.